Final

~~PROGRESS~~ REPORT

PROJECT: *TAD 98000377*
SUBMITTED: *March, 2003*
SUBMITTED BY: Nial Kuyek, *EXECUTIVE DIRECTOR*
SASKATCHEWAN BISON ASSOCIATION

(a) SUMMARY

The primary objectives of this project are:

- to educate members and potential members of the Saskatchewan Bison Association about the importance of value added processing to development of the bison industry
- to establish an EU-approved bison slaughter and processing facility in Saskatchewan based on a New Generation Cooperative structure

(b) TECHNICAL REPORT

Background and Objectives

Funding was approved to hire a staff person to pursue the objectives of the project.

Activities, Achievements, Papers Written

Through creation of the position of "Executive Director" within the operating structure of the Saskatchewan Bison Association, administration and management of the Association became the full time responsibility of this position. The Executive Director is also responsible for internal and external communication on behalf of the Association; promotion of the Association and the Saskatchewan bison industry; and fund-raising activities on behalf of the Association and its members. Over the timeframe of this project, the creation of this position has significantly facilitated increased consistency, continuity and focus of these activities by and within the Association.

Over the timeframe of this project, the Saskatchewan Bison Association has continued to make the case to members and funding agencies about the importance of moving ahead with end-user consumer market research. Wider knowledge, acceptance and use of bison meat products are key to the successful marketing of value-added bison products.

AFIF projects 19980012 and 20010170, Development and Testing of Value Added Products for Bison Meats, are results of this priority. Phases 1 and 2 of these projects are now complete and involved consumer testing of value added bison products in key Eastern and Western Canadian markets. Phase 3, which involves retail market trials, is currently underway.

Bison meat products had the strongest presence and profile ever at Canadian Western Agribition 2002. The Saskatchewan Bison

Association undertook two initiatives in the Prairie Cuisine area of the Lower Queensbury to introduce value added bison meat products to rural and urban consumers and to enhance the profile of the bison industry overall at Agribition 2002. The objective was to put rural and urban consumers across the counter from the bison producers who have the expertise, knowledge and passion about bison. The volunteer efforts of over 80 SBA members from all parts of the province made this possible. First, in the trade booth area, SBA volunteers provided rural and urban consumers with samples of bison garlic sausage and marinated bison strips with over 250 kilograms served over the six days. Second, in the concession in the Lower Queensbury, SBA volunteers, assisted by Chef Gregg Krauss, served over 1700 hot bison daily specials over the 6 days.

The Saskatchewan Bison Association and the Executive Director have been involved in ongoing discussions with the North American Bison Cooperative and other project proponents relative to the development of an EU-approved bison slaughter and processing plant in Saskatchewan. The Association continues to dialogue with the North American Bison Co-operative and other interested stakeholders to examine opportunities for this development in Saskatchewan.

The Saskatchewan Bison Association's quarterly newsletter, SaskBISONews, is edited and produced by the Executive Director.

The development and marketing of sponsorships and partnerships as long-term fund-raising tools for the Association is an ongoing priority of the Executive Director.

Results and Conclusions

Results: as above

Conclusions: Project ongoing

Indications for Further Development

In the year ahead, the Association will pursue the following priorities and the leadership and management capacities of the Executive Director will be critical to success:

- SBA will continue to work with the North American Bison Co-operative and/or other interested stakeholders towards development of a bison slaughter and processing facility in Saskatchewan if the economic and market environments enable feasibility.
- SBA will continue to lead other regional jurisdictions in introduction to producers of an On Farm Food Safety program for the bison industry. Once the national technical package is developed, SBA will utilize provincial CARDS funding to develop an audit and producer enrollment process in the 2003-2004 fiscal year.

- SBA will complete the 3rd and 4th Phases of AFIF Projects 19980012 and 20010170, Development and Testing of Value Added Products for Bison Meats. The completion and final Phase of these projects will be the development of marketing and value chain strategies.
- SBA will continue research into market opportunities for bison products and continued development of new products.
- SBA will be placing increased emphasis upon its quarterly newsletter, SaskBISONews, as a key communications and information conduit with members. In addition, SBA's web site will be improved in the next year.
- SBA will continue information sessions with members and potential members about the importance of developing and marketing value-added bison products

Information on Performance Indicators

The Saskatchewan Bison Association has experienced healthy growth of its member base, bison prices are recovering in the marketplace, there is increased slaughtering and processing of bison in Saskatchewan, and new value-added bison products are being introduced to the marketplace.

(c) Personnel

Nial Kuyek-Executive Director — $ 24,000.00

($48000 X .5)

(d) Equipment

Equipment necessary to achieve objectives of this project has been supplied by the Saskatchewan Bison Association.

(e) Project Developed Materials

Quarterly newsletters of the Saskatchewan Bison Association have been produced under this project.

(f) Project Photos

Not applicable to this project.

(g) Acknowledgement

Verbal reports to general membership meetings of the Saskatchewan Bison Association and to the SBA Annual General Meeting included reference to support given for creation of and ongoing support for the Executive Director position.

Support will also be acknowledged in the April 2003 SBA member newsletter.

(h) Expense Statement

Receipts:		
TAD/Payment 2 (01/03/31)	$15,000.00	
TAD/Payment 3 (02/04/19)	$ 15000.00	
Expenses:		
Salary (Executive Director)		$24,000.00

AMOUNT REQUESTED PER AGREEMENT- Project 98000377 (APPENDIX "B")	**$7,500**